## Peru a Rich Field for Hustling American Merchants

Feru, William W. Handley, sat in his office in Callao giving action, while in Chile it is only about one-seventh.

Our foreign traders have been able to Our foreign traders have been able to elation was the Peruvian port statistics give Chile as favorable terms as were for the year 1913, which had just been offered in Peru. The transportation

These figures showed that in 1913, for the first time in history, the United States led in the foreign trade of one of the principal republics of South has not forgotten. The United States has befriended Feru, and Peru still re-America. Commercial diplomacy had members. won a victory. Four years previously the republic of Peru had been buying twice as many goods from England The present conflict in Europe is givfrom the United States.

from the United States were valued at \$9,528,852.79. Germany, the other great competitor for the South American business transacted.

4. In that period Mr. American merchants Handley saw American merchants not only maintain but increase their lead over their foreign competitors in Peru. Then came the war. The figures since then are not yet believe and expect that American capital for development, and her leading men believe and expect that American capital will now flow in and accomplish.

This showing is particularly gratify-American exporters. It indicates that gentina, Brazil and Chile to intervene americans can get South American in the Mexican affair.

Public opinion south of the equator trade if they seek it. The American trade in Peru is on a firm basis of on our part to drop our traditional atgradual growth and development. The fitude of superiority—a tradition in control of superiority—a tradition in the equation is the equation of the equation in the equation is the equation of the equation of the equation is the equation of t

Peru was of those nations the most remote, from the shipper's standpoint friendliness with some of the European But, of all the South American nations, nations. Chile resented it when British she has been traditionally the most war vessels sank the German cruiser friendly to the United States

will invest itself for the most profit. But with other things equal, with the indicated profits the same, the sol and the peso, just as the dollar, will be guid-LITTLE over a year ago Amer- ed by sentiment. This may explain ica's efficient consul general in why in Peru our business amounts to Peru, William W. Handley, sat one-fourth of the total import trans-

submitted to him by the fiscal department office of the Peruvian government.

The intangible factor in the situation is that until recently Chile's attitude toward the United States has been the

and the British possessions as she did ing America a fine opportunity to bind her South American sisters to her with In 1913 the value of goods imported bonds of friendship. Just as the war by Peru from the United Kingdom has turned our attention to South amounted to \$7,778,801.50, while those America, so has it turned the thought of the Latin Americans toward the United States. We have, in the first trade, trailed Great Britain in the value place, the mutual interest of neutrality. Secondly, the war has forced South Then followed the seven peaceful America to go to the United States for certain necessities, and for the most

available, American imports have greatly increased, while those from Europe have dwindled. The next statistics will undoubtedly show that the United States is now transacting the greater bulk of Peru's foreign business. accordingly, today has the supremacy

The Mexican situation has had its part in the strengthening of our intering in that it is due to no accidental opportunities thrust in the way of great stroke when he called upon Ar-

war cut no figure in this victory. Yet our merchants have made no particular effort in Peru; that is, no greater effort than has been made in several other South American countries where the trade statistics are not so encouraging.

Until the Panama canal was opened, were not all pleasant ones.

Peru was of those nations the most remote, from the shipper's standard.

The present war has shaken Chilean

friendly to the United States.

The Peruvian sol and the Chilean dez, one of Chile's island possessions.

peso have no more sentiment than the The easy confidence of the British com-

Trade Conditions and Possibilities in That Country—First of All, Peru Is Very Friendly to the United States-Our Trade There Is Already on a Firm Basis of Gradual Growth and Development-Peru an Example of How Intangible Factors May Enter Into Trade Situation—Effect of the War in Europe—The Panama Canal as a Factor—American Goods Popular—Collars, Hats and Underwear Made in U.S. A. Winning Favor.



friendly attitude at present being dis-played by the United States therefore comes at a psychological moment, and it promises to result in closer relaof friendship.

with as great effect as the best seling methods of a business campaign. It emphasizes principally the necessity for closer international friendships for the United States. Peru is the only South American republic of those which do not touch on the Caribbean sea in which the American imports sea in which the American imports are pained predominance.

Burton recently visited Chile ne was accorded a reception of great cordiality. The leading public men of that republic vied with each other to show him the violation of Chilean neutral to assure him of the friendship of Chile. It was not always so, even in recent years. Col. Roosestea in which the American imports well is the idol of much of South American experiences are public with each other to show him the violation of Chilean neutral to assure him of the friendship of Chile. It was not always in jury.

The Dresden incident did British trade to so, even in recent years. Col. Roosestea in which the American imports well its the idol of much of South American in spite of the fact that a German military commission has been training the product of the square the violation of Chilean neutral to so, one of the said, but its development of the structural to so, even in recent years. Col. Roosestea in which the American imports well its the idol of much of South American in spite of the fact that a German military commission has been training the product of the square the violation of Chilean neutral to so, one of the said that his foreign office could the recessity accorded a reception of great cordiality.

The situation generally throughout the violation of Chilean neutral to so, one of the said, but its development of the developme tary commission has been training the Chilean army, Chile shares with most of her neighbors an intense anti-German sympathy in the present war. The friendly attitude at present war, acquaintance and understanding beparticularly with Peru the canal is all-played by the United States therefore

> The visits of such men as Elihu Root, cultivating international friendships hold what they have gained. that must some day be as evident in the American goods are liked in Peru, foreign trade statistics of all South America generally as Peru's friend- South America. Indeed, Peru offers America generally as Peru's friend-ship is evident today in her foreign more than one example of how the Latin American's liking for the prod-

Of all the larger republics of South have led him to revise his ideas of America, Peru has most appreciated styles and adopt the American stand-the importance of the Panama canal. ards. Until the opening of that waterway,
Peru lay almost at the end of the South
American transportation routes from
New York and Europe. Today, of all
the larger South American countries,
she is the closest to New York by the hopes for her future development, and States. her gratitude to the United States for tured the Peruvian market, and American shoes have already capthe part in building up American for-eign trade that many American busi-Some few year

Peruvian thought toward the United States. That was when American influences became most potent. The intel-Robert Bacon, Theodore Burton and ligent efforts of Mr. F. A. Pezet, the Col. Roosevelt to South America, and of minister from Peru to the United Dr. Lauro Muller, the premier of Brazil, States, in bringing the Peruvian marto the United States are very effectual ket to the attention of American merin bringing about better understanding, chants have undoubtedly been an effect-Other agencies such as better trans- ive influence in the growth of Ameriportation facilities than at present, can business in Peru. America has remore personal visits to South America ciprocated by becoming interested in on the part of our leading business Peru. American capital has already men, more American publicity in South gone in to some extent, and there is America, all these will in time aid in every indication that our traders will

just as they are liked everywhere i Of all the larger republics of South ucts of North American manufacture

she is the closest to New York by the wishes of the Latin Americans, instead water route, and her distance from of using that field as a market on Europe is greatly decreased. Peru has which to sell surplus goods originally justly, then, based on the canal strong manufactured for sale in the United

constructing the canal is great. Mr. can shoe styles are the standard. The Burton, in his speech before the American shoes has spread over much of the continent. There are indications that America is coming to declared that the canal will not play control the styles in other articles of

eign trade that many American forness men seem to expect.

This, he said, will be because the
greatest development in South America
will be east of the Andes mountains,
where the cheaper rail transportation
leads to the Atlantic coast, which is

became thoroughly Americanized. He eturned to Peru, where his two prothers are proprietors of the largest and most conservative men's furnish

The young lieutenant urged his brothers to carry American haberdashery. They argued back that the American manufacturers would not make goods to conform with the styles demanded by Peruvians. The Germans and British, on the other hand, studied the wants of the Peruvian population and manufactured goods especially for that trade. The sailor brother affirmed his admiration of American styles.

"Whether we like the styles or not." he said, "the Americans dress with the most comfort of any people on earth.' From that standpoint, therefore, he persuaded his brothers to send in a trial order for a well advertised brand of American collars and another for an equally well advertised brand of men's knee-length summer underwear. While the brothers were about it they took the general agency for all of Peru for these two articles.

For two years their experiment was virtually a failure. There was only a small sale for the goods, but the sales gradually increased. Then suddenly about three years ago the sales began jumping. The popularity of the goods was due almost entirely to word-ofmouth advertising from the Peruvians who had worn the articles and praised them to their friends. The collars were different in style from those which had been worn, but the ties slipped easily in them, they laundered with dazzling whiteness, they wore well and they

whiteness, they were well and they were not unduly expensive. And the underwear brought comfort to a land which knows no winter.

Today the American collars have literally captured the Peruvian market. You can buy them in any Peruvian tillage. The collar company is broadening out in its South American trade, and has recently established its own branch in Buenos Aires. It expects the same success everywhere in South American that it has attained in Peru. The underwear can be bought almost anywhere in Peru. Incidentally, the Germans, true to their method of making what the foreigner wants, has put on the market an imitation of the knee-length underwear.

The expectations that the best in the best in the world. Consequently, this firm charges the highest that nation will be competitors in the united States bring double that price in Buenos Aires.

The cheaper American hats are also anywhere in Peru. Incidentally, the leading hat store in La Paz, Bolivia, was specializing in cheap American to anywhere near her possibilities she livia, was specializing in cheap American to anywhere near her possibilities she livia, was specializing in cheap American that when we visited there. The world in the tourse of underwear can be bought almost anywhere in Peru. Incidentally, the leading hat store in La Paz, Bolivia, was specializing in cheap American that when we visited there. The chief competitors in this line are the livia, was precially in the board of the latian manufacturers. The straw hat the connection will be come a rich field for our merchants. Americans can aid in that development. What Peru expects of users the bounds of the latian manufacturers. The straw hat connection will be come a rich field for our merchants. Americans can aid in that development. What Peru expects of users the price in South American demands.

The foreign trade without any adaptation of style to South American trade in South American the will be come a field without any adaptation of South American trade in trade without any adaptation of t \* \* construction of the canal turned

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Party ion thought toward the United

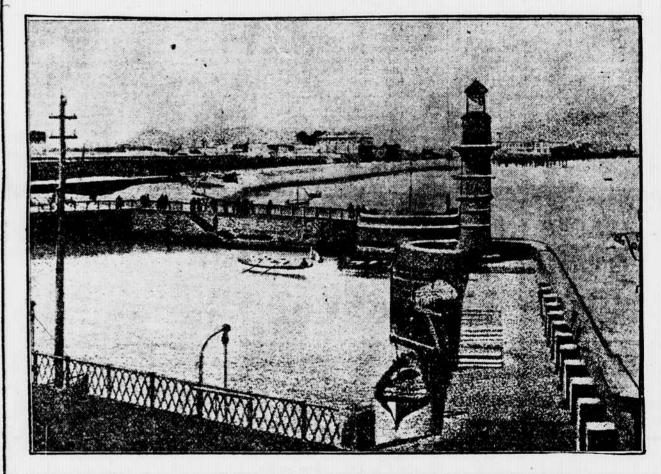
The same Lima firm is now selling trade is practically in the hands of in that connection will be told later.

American hats, which are winning fa- the Italians. In these lines of men's (Copyright, 1915, by Robert F. Wilson.)

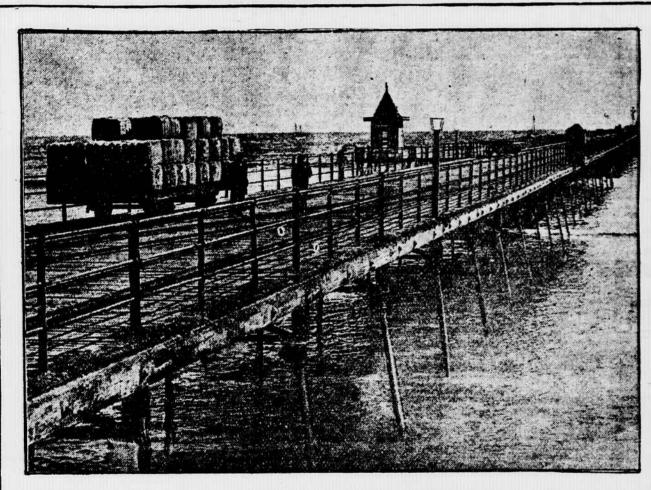


LANDING PASSENGERS IN A HEAVY SEA ON THE PERUVIAN COAST

vor everywhere in South America, wear, at least, the United States man-American hats usually sell for a high ufacturers have been able to gain the price in South America, competing suc-trade without any adaptation of style



PASSENGER WHARF IN HARBOR AT CALLAO, PERU.



THE MOLE AT PISCO, PERU.

## Conspicuous Part Played by Women in History of Famous Legion of Honor

PARIS, August 11, 1915.

NCE one of the most exclusive of the popular decorations, the Legion of Honor threatens to become almost universal. That is one of the results of the great European war in which whole nations in arms are engaging. Probably, comparatively, the war has

not produced more heroes than any other. Yet such are the numbers engaged that the official communiques are filled with lists of men who have won the supreme honors of all the belligerent countries.

V. C.'s are almost as thick as flies in England, the Iron Cross has been bestowed upon tens of thousands of sons of the Fatherland and the little red ribbon of the Legion of Honor is boasted by an ever-increasing army of good fighting Frenchmen and non-combatant, but no less gallant, French-

Up to the outbreak of the present war there were sixty-five woman members of the legion, but the list has been greatly extended by the nomination, as chevaliers, of numerous women of all ranks and classes who have distinguished themselves by services ren-dered during the war. Before the war the decorations were usually conferred on the heads, or on energetic and de-serving members, of religious houses, on abbesses, nuns and teachers; but there were also among those decorated several female artists and actresses. Napoleon III, when emperor, conferred abbess; another the cantiniere of an African regiment, and the third a viviabbess, another the cantiniere of an African regiment, and the third a viviandiere. Rosa Bonheur, the famous artist, was decorated by the Empress Eugenie in 1855, when acting as regent while her husband, the emperor, was in Algeria. The cross was bestowed on the artist as a "painter of landscape and animals." From 1865 to 1875 no cross was given to women, but in the latter year it was conferred on two sisters of charity for services rendered during the cholera epidemic and inundation at Toulouse. Three years later it was given to Mile. Dodu, the telegraphist who, at the risk of her life, noted military secrets during 1870-1871. She and her mother were shut up in an upper room of the rural telegraph office of which Mile. Dodu had charge, but as she had taken her Morse instrument with her she was able to attach it to a wire running outside the house and thus obtained a "derivation" which en-



ascribed to Marie Schellink, who entered the army, diguised as a man, at the age of thirty-five, took part at Jemmapes, where she received six wounds; fought in Belgium, where she was promoted sergeant, and made campaigns in Holland and Italy. At Austerlitz she was wounded in the thigh and was promoted on the field to the rank of sublicutenant. She retired when fifty-two years old, after seventeen years' service. When decorated by Napoleon in person he said to her: person he said to her:

"Madame, I give you a pension of 700 francs and make you chevalier of the Legion d'Honneur. Receive from my hand the star of the brave which you have so nobly won." Then, turning to his officers: "Gentlemen, salute respectfilly this courageous woman; she is one of the glories of the empire."

Marie Schellink retired to Ghent, where she died in 1840 at the age of eighty-three.

More recently discovered records, however point to Angelique Marie

however, point to Angelique Marie Duchemin, the "widow Brulon" as she is known to the legion's archives, as the first woman to be decorated. She was a daughter of a soldier of the 42d Infantry. When still young she was a daughter of a soldier of the 42d Infantry. When still young she married a soldier of the same regiment and went with her father and husband to Corsica. There her husband fell, and Marie, then twenty years of age, entered the army, presumably concealing her sex. She is represented as having shown the most intrepid brayery ing her sex. She is represented as having shown the most intrepid bravery fighting against the Corsicans and the English. She was wounded at a siege where she took part in a bayonet charge, but, notwithstanding her wound, started back to Calvi, two miles away, to fetch fresh ammunition. There she loaded up sixty women, led them back to the battlefield and was the means of saving the fort. She was subsequently admitted to the Invalides, where she remained sixty-one years, being created sublicutenant by Louis XVIII and chevalier of the legion in 1851 by Louis Napoleon. She died at the Invalides in 1859.



Among decorations of recent years is GRAND COLLAR OF THE ORDER OF THE LEGION OF HONOR PRESENTED TO THE PRESIDENT OF THE REPUBLIC AS "SOVEREIGN" OF THE OR-DER, BUT NEVER WORN BY HIM.

captivity at St. Helena and has, there-fore, his tomb beside that of Napoleon at the Invalides; Arnault and several state councilors. Napoleon insisted on the necessity for an order to recompense "military bravery and civic merit." Some of the objections afterward raised at the council of state the cross banging in line with the cross it. merit." Some of the objections afterward raised at the council of state were, one can be sure, raised in the course of the Malmaison conversation:
That it might appear as proceeding from the wish or intention to establish a new aristocracy; that the financian of the order. This plaque is affixed to the council ow down on the right side.

In Malmaison (deceased); Nicholas Murray Butler, president Columbia University; Gens.

Bell and Crozier, Astronomer Simon Newcomb and Dr. de Roaldes of New Orleans.

Among officers of the legion are, or

in its Latin sense of "choice," "elite," was decorated in 1300, retrospectivery, "glorious assembly" was adopted, on the same line of thought which had suggested consulat, tribunat, prefecture and later empire. The project was adopted by the tribunate and finally by the corps legislatif by 166 votes to 110.

There were in 1910 about 47,000 members of all ranks in the legion. Of these 30,566 are military and entitled to stipends at the rate of 250 francs (\$400) for commanders, 3,000 francs (\$400) for commanders, 3,000 francs (\$400) for grand croix. The number, particularly of military members, has been considerably increased during the war.

The cross is the ordinary decoration for all officers in the same war. Napoleon decorated Chalons-surcasion. The corps legislatif by 166 war. Napoleon decorated Chalons-surcasion. The cross is the ordinary decoration of their defense in the same war. Napoleon decorated Chalons-surcasion. To their defense in the same war. Napoleon decorated Chalons-surcasion. To their defense in the same war. Napoleon decorated Chalons-surcasion. To their defense in the same war. Napoleon decorated Chalons-surcasion. To their defense in the same war. Napoleon decorated Chalons-surcasion. To their defense in the same war. Napoleon decorated Chalons-surcasion. To war decorated the abone of the allies" condemning that type of naturalized, hyphenated American who thinks to condemning that type of naturalized, hyphenated American who thinks to condemning that type of naturalized, hyphenated American who thinks to condemning that type of naturalized, hyphenated American who thinks to condemning that type of naturalized, hyphenated American who thinks to condemning that type of naturalized, hyphenated American who thinks to war. Napoleon decorated for their defense in the same war. Napoleon decorated the allies."

The noisy particular to the nies of the allies."

The noisy articular type of naturalized, hyphenated American neutrality means favoritism to war the course were decorated for their decora

as too monarchical, confrerie as too individuals. A town is decorated by ecclesiastical, fraternite as too jacobi- being allowed to display the sign of the nical. At last the Roman word legion, order on its city coat-of-arms. Paris in its Latin sense of "choice," "elite," was decorated in 1900, retrospectively, "glorious assembly" was adopted, on for its gallant resistance to the Ger-

Gautler, authoress; Mme. Daniel Lesueur, authoress; Mme. Brisson, for exploration; Mile. Pollpot, president of the Art Orphanage Society. Some of these women have been promoted to officer.

Among American women decorated with the grand cross are Mrs. John G. Leishmann and Mrs. Edwin S. Cramp of Philadelphia. Mrs. Herman Schoenfeld was made commander for philanthropic services rendered to needy Ottoman subjects.

The Legion of Honor originated at an after-dinner conversation at Malmaison in the spring of 1802. Napoleon, then first consul, was the host, and in the course of the evening raised the subject of a proposal put forward in 1789.

Napoleon's guests included Monge, Duroc, who with Bertrand shared the captivity at St. Helena and has, therefore his tomb beside that of Napoleon

names of the following: Perry Bel-

lish a new aristocracy; that the financing of its pensions and establishment would be too heavy a charge on the republican treasury; that it should be too heavy and so on.

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Napoleon, however, was not to be deterred. Various titles for the projected order were suggested and dismissed. The term ordre was rejected as too monarchical, conferrie as too monarchical, conferrie as too monarchical, conferrie as too individuals. A town is decorated by the register of the legion are, or were, four distinguished artists. Whist-commander dependent from a broad red ribbon passing over the right shoulder and under the left arm and at the same time display on the left side of the breast the plaque of grand officer.

The order can be conferred on towns and on regimental flags, as well as on individuals. A town is decorated by Maurice Grau, Julius Story and Charles Impan Barnard. Among officers of the legion are, or

Inman Barnard (Copyright, 1915, by Curtis Brown.)

Only a Joke.